

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claim 1 (canceled)

- 1 Claim 2 (currently amended): A system including one or
- 2 more computers on a network for automatically targeting
- 3 Web-based advertisements, the system comprising:
 - 4 an indexer to identify advertisements relative to a
 - 5 query, wherein identified advertisements describe
 - 6 characteristics relative to at least one of a product and
 - 7 a service;
 - 8 a scorer to score the advertisements according to
 - 9 match between the query and the characteristics of the
 - 10 identified advertisements;
 - 11 an advertising creative generator to [[generate]]
 - 12 create an advertising creative[[, based-on]] dynamically
 - 13 using at least the characteristics of at least one such
 - 14 identified advertisement, to include in the corresponding
 - 15 advertisement, wherein the advertising creative generator
 - 16 further uses terms from the query to summarize the at
 - 17 least one of a product and a service described by the
 - 18 advertisement in the advertising creative dynamically;
 - 19 and
 - 20 a targeting component to provide at least some of
 - 21 the advertisements as Web-based content,
 - 22 wherein a numerical score is assigned to the
 - 23 identified advertisements based on a degree of the match.
- 1 Claim 3 (original): A system according to Claim 2,
- 2 wherein the numerical score is determined relative to at
- 3 least one of a content match and a categorical match.

1 Claim 4 (original): A system according to Claim 2,
2 further comprising:
3 a sorter to sort at least some of the identified
4 advertisements by the numerical score.

1 Claim 5 (original): A system according to Claim 4,
2 further comprising:
3 a selector to select at least some of the sorted
4 identified advertisements relative to a predefined
5 threshold.

Claims 6-12 (canceled)

1 Claim 13 (currently amended): A system according to
2 Claim 2, wherein the dynamically created advertising
3 creative is provided as part of the at least some of
4 the advertisements.

Claim 14 (canceled)

1 Claim 15 (currently amended): A computer-implemented
2 method for automatically targeting Web-based
3 advertisements, comprising:
4 identifying, by a computer system including one
5 or more computers on a network, advertisements
6 relative to a query, wherein identified advertisements
7 describe characteristics relative to at least one of a
8 product and a service;

9 scoring, by the computer system, the
10 advertisements according to a degree of a match
11 between the query and the characteristics of the
12 identified advertisements;

13 creating [[generating]], dynamically by the
14 computer system, an advertising creative, [[based-on]]
15 using at least the characteristics of at least one
16 such identified advertisement, to include in the
17 corresponding advertisement, wherein the act of
18 dynamically creating the advertising creative further
19 uses terms from the query to summarize the at least
20 one of a product and a service described by the
21 advertisement in the advertising creative dynamically;
22 and

23 providing, by the computer system, at least some
24 of the advertisements as Web-based content.

Claim 16 (canceled)

1 Claim 17 (previously presented): The
2 computer-implemented method according to Claim 15,
3 further comprising:

4 determining, by the computer system, the
5 numerical score relative to at least one of a content
6 match and a categorical match.

1 Claim 18 (previously presented): The
2 computer-implemented method according to Claim 15,
3 further comprising:

4 sorting, by the computer system, at least some of
5 the identified advertisements by the numerical score.

1 Claim 19 (previously presented): The
2 computer-implemented method according to Claim 18,
3 further comprising:

4 selecting, by the computer system, at least some
5 of the sorted identified advertisements relative to a
6 predefined threshold.

1 Claim 20 (previously presented): The
2 computer-implemented method according to Claim 15,
3 further comprising:

4 filtering, by the computer system, the identified
5 advertisements relative to at least one of a country,
6 locale, language, and daily budget.

1 Claim 21 (previously presented): The
2 computer-implemented method according to Claim 15,
3 further comprising:

4 ranking, by the computer system, the identified
5 advertisements using a selection criteria; and

6 ordering, by the computer system, at least some
7 of the ranked identified advertisements.

1 Claim 22 (previously presented): The
2 computer-implemented method according to Claim 21,
3 further comprising:

4 selecting, by the computer system, at least some
5 of the ordered identified advertisements relative to a
6 ranking cutoff, the ranking cutoff being a product of
7 a fixed cost and a variable cost.

1 Claim 23 (previously presented): The
2 computer-implemented method according to Claim 21,
3 further comprising:

4 evaluating, by the computer system, the selection
5 criteria based on at least one of a fixed cost,
6 variable cost, and random factor associated with one
7 or more of the identified advertisements.

1 Claim 24 (previously presented): The
2 computer-implemented method according to Claim 23,
3 further comprising:

4 applying, by the computer system, at least one of
5 an acceptable fixed cost and an acceptable variable
6 cost as the selection criteria.

1 Claim 25 (previously presented): The
2 computer-implemented method according to Claim 23,
3 further comprising:

4 providing, by the computer system, at least one
5 of the fixed cost and the variable cost as part of the
6 characteristics of the identified advertisements.

Claims 26-29 (canceled)

1 Claim 30 (currently amended): An apparatus for
2 automatically targeting Web-based advertisements,
3 comprising:
4 a) one or more processors;
5 b) one or more input devices; and
6 d) one or more storage devices storing
7 processor-executable instructions which, when
8 executed by one or more processors, perform a method
9 of:
10 (i) identifying advertisements relative to a query,
11 wherein identified advertisements describe
12 characteristics relative to at least one of a product
13 and a service;
14 (ii) scoring the advertisements according to a
15 degree of a match between the query and the
16 characteristics of the identified advertisements;
17 (iii) dynamically creating [[generating]] an
18 advertising creative [[based on]] using at least the
19 characteristics of at least one such identified
20 advertisement, to include in the corresponding
21 advertisement, wherein the act of dynamically creating
22 the advertising creative further uses terms from the
23 query to summarize the at least one of a product and a
24 service described by the advertisement in the advertising
25 creative dynamically; and
26 (iv) providing at least some of the advertisements
27 as Web-based content.

Claims 31 and 32 (canceled)

1 Claim 33 (currently amended): The system according to
2 Claim 2, wherein the characteristics of at least one such
3 identified advertisement which are used in creating the
4 advertising creative [[is based on]] includes at least
5 one of (A) a merchant name, (B) a product or service
6 name, (C) a Uniform Resource Locator address to identify
7 online product or service information, (D) a price of a
8 product or service, (E) a assigned category of a product
9 or service, (F) a type of product or service, (G) a
10 classified category of a product or service, and (H) a
11 confidence level of a classified category assigned to a
12 product or service.

1 Claim 34 (currently amended): The computer-implemented
2 method according to Claim 15, wherein the characteristics
3 of at least one such identified advertisement which are
4 used in creating the advertising creative [[is based on]]
5 includes at least one of (A) a merchant name, (B) a
6 product or service name, (C) a Uniform Resource Locator
7 address to identify online product or service
8 information, (D) a price of a product or service, (E) a
9 assigned category of a product or service, (F) a type of
10 product or service, (G) a classified category of a
11 product or service, and (H) a confidence level of a
12 classified category assigned to a product or service.